

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-7. (Canceled)

8. (Previously Presented) An apparatus, comprising:
a broadcast receiver configured to receive a primary broadcast using a primary broadcast channel and;
an Internet connection device configured to access the Internet with a hypertext retrieval protocol;
a browser, in communication with the Internet connection device, configured to process hypertext on a display of the broadcast receiver,
wherein said broadcast receiver comprises a utility control interface configured to:
read, from station associated data retrieved from a station associated data site by the browser, broadcast station settings and a uniform resource locator of program associated data related to the broadcast station settings; and
control the broadcast receiver based on the broadcast station settings and the uniform resource locator.

9. (Previously Presented) The apparatus of claim 8 wherein the broadcast station settings and the uniform resource locator are both available to the broadcast receiver at a current position of the broadcast receiver.

10. (Previously Presented) The apparatus of claim 8, wherein the broadcast receiver unit is a radio unit.

11. (Previously Presented) The apparatus of claim 8, wherein the broadcast receiver unit is a television receiver unit.

12. (Previously Presented) The apparatus of claim 8, wherein the browser is configured to retrieve the uniform resource locator based on a frequency selection made at the broadcast receiver.

13. (Previously Presented) The apparatus of claim 8, wherein the browser is configured to retrieve the uniform resource locator based on a position of the broadcast receiver.

14. (Previously Presented) The apparatus of claim 13, wherein the position of the broadcast receiver is determined by interacting with a mobile network.

15. (Previously Presented) The apparatus of claim 13, wherein the position of the broadcast receiver determined by interacting with a GPS device integrated in the broadcast receiver.

16. (Previously Presented) The apparatus of claim 8, wherein a combined selection of control settings of the broadcast receiver unit and a uniform resource locator setting for the browser for retrieving the uniform resource locator of the program associated data is based on a single selection of a uniform resource locator link.

17. (Previously Presented) The apparatus of claim 16, wherein the selection of the uniform resource locator settings for the browser is based on a bookmark stored in browser.

18. (Previously Presented) The apparatus of claim 8, wherein a connection between the browser and the broadcast receiver is a short-range radio connection.

19. (Previously Presented) The apparatus of claim 18, wherein the short-range radio connection is a Bluetooth connection.

20. (Previously Presented) The apparatus of claim 8, wherein a connection between the browser and broadcast receiver is a cable connection.

21. (Previously Presented) The apparatus of claim 8, wherein a connection between the browser and the broadcast receiver is an infrared connection.

Claims 22 - 23. (Canceled)

24. (Currently Amended) A method, comprising:
receiving station associated data from a station associated data site at an Internet connection device;
sending the received station associated data to a browser configured to process hypertext on a display of the broadcast receiver;
retrieving broadcast station settings from the station associated data;
retrieving a uniform resource locator of program associated data from the station associated data; and
controlling the broadcast receiver based on the broadcast station settings and the uniform resource locator.

25. (Previously Presented) The method of claim 24 wherein the broadcast station settings and the uniform resource locator are available to the broadcast receiver at a current position of the broadcast receiver.

26. (Currently Amended) The method of claim 24, wherein the step of retrieving the uniform resource locator includes retrieving the uniform resource locator based on a frequency selection made at the broadcast receiver.

27. (Currently Amended) The method of claim 24, wherein ~~the step of retrieving the~~ uniform resource locator includes retrieving the uniform resource locator based on a position of the broadcast receiver.

28. (Previously Presented) The method of claim 27, wherein the position of the broadcast receiver is determined by interacting with a mobile network.

29. (Previously Presented) The method of claim 27, wherein the position of the broadcast receiver is determined by interacting with a GPS device integrated in the broadcast receiver.

30. (Previously Presented) The method of claim 24, further comprising, selecting control settings of the broadcast receiver unit and a uniform resource locator setting for the browser based on a single selection of a uniform resource locator link.

31. (Currently Amended) The method of claim 30, wherein ~~the step of selecting~~ control settings includes selecting the uniform resource locator setting for the browser based on a bookmark stored in the browser.

32. (Currently Amended) One or more computer readable media storing computer readable instructions that, when executed, perform ~~a method comprising:~~

receiving station associated data from ~~a station associated data site~~ at an Internet connection device;

sending the received station associated data to a browser configured to process hypertext on a display of ~~the~~ a broadcast receiver;

retrieving broadcast station settings from the station associated data;

retrieving a uniform resource locator of program associated data from the station associated data; and

controlling the broadcast receiver based on the broadcast station settings and the uniform resource locator.

33. (Previously Presented) The computer readable media of claim 32, wherein the broadcast station settings and the uniform resource locator are available to the broadcast receiver at a current position of the broadcast receiver.

34. (Currently Amended) The computer readable media of claim 32, wherein ~~the step of retrieving the uniform resource locator~~ includes retrieving the uniform resource locator based on a frequency selection made at the broadcast receiver.

35. (Currently Amended) The computer readable media of claim 32, wherein ~~the step of retrieving the uniform resource locator~~ includes retrieving the uniform resource locator based on a position of the broadcast receiver.

36. (Previously Presented) The computer readable media of claim 35, wherein the position of the broadcast receiver is determined by interacting with a mobile network.

37. (Previously Presented) The computer readable media of claim 35, wherein the position of the broadcast receiver is determined by interacting with a GPS device integrated in the broadcast receiver.

38. (Currently Amended) The computer readable media of claim 32, ~~further comprising~~ wherein the instructions further perform, selecting control settings of the broadcast receiver unit and a uniform resource locator setting for the browser based on a single selection of a uniform resource locator link.

39. (Currently Amended) The computer readable media of claim 38, wherein the step of selecting control settings includes selecting the uniform resource locator setting for the browser based on a bookmark stored in the browser.